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MAIL STOP NEW PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Attorney Docket No.: SRCH-00101

NEW APPLICATION TRANSMITTAL

Sir:

Transmitted herewith for filing is the patent application of Inventor: Eduardo F. Llach

Title: SYSTEM FOR AUTOMATICALLY SELLING AND PURCHASING HIGHLY TARGETED AND DYNAMIC ADVERTISING IMPRESSIONS USING A MIXTURE OF PRICE METRICS

CERTIFICATION UNDER 37 CFR § 1.10

I hereby certify that this New Application and the documents referred to as enclosed herein are being deposited with the United States Postal Service on this date, January 28, 2004, in an envelope bearing "Express Mail Post Office To Addressee" Mailing Label Number EL993346063US addressed to: PATENT APPLICATION, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Juan Rascon  
(Name of Person Mailing Paper)

Juan D. Rascon  
Signature

Enclosed are:

1. The papers required for filing date under CFR § 1.53(b):  
32 Pages of Specification (including claims); 4 Sheet(s) of Drawings.  
X Formal  
- Informal
2. X Declaration or Oath (combined with Power of Attorney)
3. X Power of Attorney (combined with Declaration)
4. - Assignment of the Invention to        (including Form PTO-1595).
5. Fee Calculation  
- Amendment changing number of claims or deleting multiple dependencies is enclosed.

CLAIMS AS FILED

	Number Filed	Number Extra	Rate	Basic Fee
				\$770.00
Total Claims	35 - 20 =	15	\$18.00	270.00
Independent Claims	4 - 3 =	1	\$86.00	86.00
Multiple Dependent claim(s), if any			\$290.00	
Filing Fee Calculation				1,126.00

6. X Applicants are entitled to small entity status  
50% Filing Fee Reduction (if applicable) 563.00
7. Other Fees  
- Assignment Recordation Fee  
- Other 0.00  
**TOTAL FEES ENCLOSED 563.00**
8. Payment of Fees  
X Check in the amount of \$563.00 enclosed.
9. X Authorization to Charge Additional Fees  
The Commissioner is hereby authorized to charge any additional fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR § 1.16 or § 1.17 to Account No. 08-1275. An originally executed duplicate of this transmittal is enclosed for this purpose.
10. X Return Receipt Postcard

Dated: January 28, 2004

By: Jonathan O. Owens  
Name: Jonathan O. Owens  
Registration No.: 37,902